
INNOVATE ALABAMA EXECUTIVE DIRECTOR OUTDOOR RECREATION

ABOUT THE ORGANIZATION

Innovate Alabama is the first statewide public-private partnership within the state of Alabama focused on innovation, entrepreneurship, and technology. Formed by Gov. Kay Ivey, Innovate Alabama is tasked with collaborating across sectors to advance industries, drive technology and facilitate an environment where innovation and entrepreneurship thrive.

In 2020 and 2021, Innovate Alabama partnered with Dr. Condoleezza Rice and Stanford University's Hoover Institution to conduct comprehensive research, listen to entrepreneurs and small businesses across the state and develop forward-thinking policy recommendations to create a more resilient, inclusive, and robust economy for Alabama to remain competitive in a 21st century world. In December 2021, Innovate Alabama delivered a comprehensive [report](#) of these recommendations to Gov. Ivey. Now, under the leadership of CEO Cynthia Crutchfield and the board of directors, Innovate Alabama exists to implement these recommendations, help innovators grow roots in Alabama, and continue to serve the state's innovation and entrepreneurial ecosystem.

Innovate Alabama is looking for exceptional talent to join our team. Under the direction of the Chief Executive Officer (CEO), we are searching for an Executive Director for Outdoor Recreation to oversee major programmatic growth specifically supporting our Lifestyle and Recreation programs. The Executive Director will provide strategic leadership and ecosystem engagement shaping program strategy, convening partners, and advancing statewide priorities in addition to managing transactional execution.

In addition to knowledge, skills and experience gained from at least a bachelor's degree from an accredited college or university, and progressively responsible work experience, successful Executive Director candidates should also have:

- Experience with Alabama's lifestyle and recreation programs required.
- Experience as a problem solver who can mediate resolutions between differing interests, both internally and externally.
- Ability to think strategically, build consensus, influence decisions, manage change, articulate priorities, and execute plans.
- Exceptional judgment and a high level of emotional intelligence including the ability to observe organizational dynamics and support a positive organizational culture.
- A demonstrated ability to lead, motivate, engage, and inspire a team, while supporting ongoing team communication and cross-collaboration.
- Accuracy and attention to detail in managing multiple initiatives and priorities, along with experience in simultaneously implementing projects and events across multiple time frames (short-, mid-, and long-term).
- Strong interpersonal skills as well as persuasive presentation and public speaking skills
- Ability to master stakeholder navigation, influence without direct authority, narrative framing for diverse audiences, and statewide representation.
- Ability to handle highly sensitive information and confidential documents appropriately.
- Serve as an enthusiastic, authentic, and approachable representative of Innovate Alabama across the State of Alabama.

ROLE & EXPECTATIONS

The scope and complexity of the areas of responsibility the Executive Director for Outdoor Recreation will include the following general duties and responsibilities listed below:

- Directs the administrative and fiscal affairs of large and complex programs.
- Collaborates with the Alabama ecosystem participants, to deliver impactful growth and expansion of the Alabama entrepreneurial and innovation ecosystem.
- Collaborate with Innovate Alabama Executive Directors to ensure cross-pillar alignment and mission consistency.
- Assesses the performance of programs against stated objectives and proposes data driven program improvements.
- Performs market assessments to determine trends to impact the performance of Alabama businesses and proposes data-driven program improvements, both positively and negatively.
- Represents and speaks on behalf of the President/CEO in public engagements and other meetings, as requested.
- In conjunction with the CEO, is responsible for the strategic planning, analysis, forecasting, budgeting, oversight, legal documentation, and formal agreements, associated with programs.
- May be required to manage collaborations with internal and external program partners and other entities on grant proposals and grant administration.
- Directs the work of staff (direct and vendor sponsored) including assigning, planning, and reviewing work, evaluating work performance, and ensuring satisfactory performance standards are maintained.
- Ensure compliance with program guidelines, policies, and procedures.
- Communicate and partner with ecosystem members and the Innovate Alabama Outdoor Recreation Council to share updates with various advisory bodies, align cross-sector stakeholders and represent Innovate Alabama across regions and industries.
- Support the management, design, and administration of the Innovate Alabama Network Designation program.
- Serve as representative of Innovate Alabama in speaking engagements, media interactions, legislative interactions, and national partner relationships.



WORK ENVIRONMENT

This position operates in a professional office environment, with a hybrid work schedule. Occasional travel within Alabama is required to meet stakeholders and represent the Outdoor Recreation Program at events.

WHAT WE OFFER

- Competitive salary and benefits package commensurate with experience.
- Hybrid work environment with flexibility.
- Opportunities to impact Alabama's innovation and entrepreneurial ecosystem.
- Professional development and networking opportunities.

HOW TO APPLY

To apply, a resume and letter of interest are required. The letter of interest should address how your previous experiences have prepared you to serve in this role. For full consideration, resumes and letters of interest should be emailed to applynow@amjhrsolutions.org before **Friday, April 17, 2026**. All submissions will be reviewed, with outstanding candidates forwarded for further consideration.

The Executive Director for Outdoor Recreation position offers a unique opportunity to contribute directly to Innovate Alabama's SEEK AL campaign which is dedicated to revealing the true character of Alabama through the moment experienced and shared outdoors. Join Innovate Alabama and make an impact today.